



## MEMORANDUM

TO: Al Franitza, Principal Planner

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FROM: Jeff Kraemer, Raymond Management Co.  
DATE: November 7, 2007  
RE: Owners Statement of Intent – General Development Plan

**Project Description:** The proposed project will consist of developing two hotels on property located at 5880 S Howell Avenue near General Mitchell Field. The hotels will be high-end focused service properties with a national franchise. The franchise affiliation and brand recognition is very strong and will provide an excellent lodging option for travelers in the area. The hotels will be phased with roughly a year gap between construction starts. Both properties will contain between 125 and 150 rooms. Common amenities include swimming pools, business centers, exercise rooms and varying degrees of public space. Proposed hotel B, on the south side of the property, contains a full service restaurant and 3,000-4,000 square feet of meeting/function space. This hotel will begin construction first with the hotel B commencing construction roughly a year later. The properties will be an excellent addition to the area and will primarily serve customers of General Mitchell Field. The development will be of high quality construction with great curb appeal and a wonderful addition to Howell Avenue. Raymond Management Co. who is developing the project will also operate the properties.

### Analysis of Standards 295-907:

- A. Uses: Two hotels consistent with zoning standards set forth by the City of Milwaukee.
- B. Design Standards: The hotel design will consist of a mixture of brick and EIFS that will feature 2-3 colors and textures. Relief to the exterior will also be provided by jogs in the building which will break up the appearance.
- C. Density: Residential density standards are not applicable.
- D. Space Between Structures: The space between structures is 44.7' which does not include the porte cochere. If the porte cocheres are considered there is 31' of clear space between the two structures. Please refer to **exhibit A** for additional details.
- E. Setbacks: The proposed hotels are setback from the property according to zoning standards of 25'. Please refer to **exhibit A** for additional dimensions and details.
- F. Screening: The natural landscape will provide screening as well as additional landscaping to be installed around the perimeter of the buildings and site. Trash enclosures will be screened and are located at the rear of the property. Screening will consist of a 4 sided enclosure typically constructed out of masonry to match the building.
- G. Open Spaces: The open areas primarily located to the east of the site will be green space and a retention area. The heavily wooded area from the retention pond east to the property line will remain undisturbed by this development. Open spaces will be highly maintained and manicured. Please refer to **exhibit C** for additional landscaping information. Also note that roughly 70% of this property will remain green space after the development is built out.

- H. Circulation, Parking and Loading: The existing ingress/egress will be maintained and will provide adequate access into and out of the project. Internal circulation will be handled by a private drive which allows vehicles to move freely from west to east. Parking will be provided as a ratio of 1.0224 stalls per guest room. This meets or exceeds local zoning regulations. Loading areas will be provided under the porte cochere for guests. Deliveries will be minimal and during off peak times where pedestrian and vehicular traffic is minimal. Please refer to **exhibit A** for additional information.
- I. Landscaping: Landscaping will be consistent with local and national codes. All vegetation will be maintained and replaced as needed. A one year warranty period for all new vegetation is typically provided through the contractor installing the original landscaping and continued landscape maintenance will be an important component of operating a high-end franchised hotel. Please refer to **exhibit C** for additional landscape information.
- J. Lighting: Site lighting will be provided to maintain a safe and comfortable atmosphere for our guests. Light pollution will be minimal as cut-off fixtures will be utilized. Appropriate foot candles at the property lines will be maintained per local zoning codes.
- K. Utilities: All utility lines will be installed underground. Currently the property has overhead electric service. This will be replaced with an underground feed. Any transformers required will be located outside of the buildings in low visibility areas and will be screened with landscaping. Utilities on neighboring properties are located above ground in many cases.
- L. Signs: A single monument sign at the entrance to the project is desired. The monument sign will be double sided and contain the names of both hotels. We would like to increase the allowable area of the monument sign to 80 square feet. The sign will be illuminated. Building signage will also be installed on all four sides of both buildings. The signage will be fixed to the roof line of each hotel. The building signage will also be illuminated. Please refer to **exhibit A** for monument sign location.

Please see **exhibit B** which addresses the statistical relationship of the proposed development.

## Exhibit B

### **Attachment to Owner's Statement of Intent General Development Plan 5880 S. Howell Avenue**

1. Gross Land Area: 605,105 square feet (13.89 Acres).
2. Maximum Land Covered by Buildings:
  - a) Hotel A: 22,329 square feet
  - b) Hotel B: 28,553 square feetTotal: 50,882 square feet or 8.4% of the property
3. Maximum Land Devoted to Parking, Drives & Parking Structures:
  - a) Sidewalks: 13,035 square feet
  - b) Parking Lot: 114,176 square feet
  - c) Total Paving: 127,211 square feet or 21% of the property.
4. Total Landscaped Open Space: 427,072 square feet or 70% of the property.
5. Total Building Square Footage:
  - a) Hotel A: 75,728 square feet
  - b) Hotel B: 84,892 square feet
6. Proposed Number of Buildings: 2
7. Maximum Number of Units per Building
  - a) Hotel A: 135
  - b) Hotel B: 150
8. Parking:
  - a) Total: 273 stalls
  - b) Total Stalls per Room: 1.0224

VICINITY MAP  
(NOT TO SCALE)

